

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #88080

Ms. E. Johns
J. A. CALDERON CO.

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Eileen:

Attached are August orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ , 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca
Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51845 6481

J. A. CALDERON CO.

AUGUST DELIVERY SALEM TEAR TAPE

* * * UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED* * *

PRODUCT PO # N/A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>3</u>
12300-24197	Light 100	<u>2</u>

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$2,596.88

PACKING / SHIPPING PAYMENT \$38.00
(8.00 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51845 6482

BPEN5BB3

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 6
 DATE: 98-06-29
 TIME: 09:42 AM

 WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		LT		LT		TAX	JURIS	SUPPLIER	
							QTY	QTY	QTY	QTY	QTY	QTY	QTY	TOTAL				
162202	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	9	1	2	6	18	1149-0000	NYS					
162202	486925	RICH & VERNS	64 WASHINGTON ST	WATERLOO	NY	13165	1				1							
162202	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	3	2	10	5	20	1149-0000						
162602	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	3	1	3	2	9			NYS				
162602	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	2	2	2	8			NYS				
162602	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1			1		2		NYS				
162602	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	1	1	1	4			NYS				
162602	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1	1	1	1	4							
162602	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1				1	1149-0000						
162602	764134	N SIDE \$ER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	1	1	1	4			NYS				
162604	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2	2	2	2	8							
162604	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623				1	1	2						
162604	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1			1	1	3						
162604	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	1	1	1	3			NYS				
162604	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	1	1	1	3			NYS				
162604	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2	1	2	1	6							
162604	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	1	1	1	4			NYS				
162604	442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1			2	3	0353-0100						
162604	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1			2	1	4		NYS				
162604	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1			1	1	3						
162604	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2	1	11	2	16							
162604	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	3	1	3	2	9							
162604	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	1	1	1	4			NYS				
162604	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	1	1	1	4			NYS				
162604	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1	1	1	1	3							
162604	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1	1	2	2	6	0362-0102						
162604	651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1	1		1	3							
162604	652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612				2	1	3						
162604	664259	ZIADS MEATS & GROC	452 PARSELLS AVE	ROCHESTER	NY	14609	5	2	1	1	9							
162604	705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1			3	1	5						
162604	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4							
162604	728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				1							
162604	743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4							
162604	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	2	3	2	3	10							
162604	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1			6	7			NYS				
162604	802169	DHALIWAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1	1	1	1	4							
162605	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	2	1	2	1	6			NYS				
162605	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5	4	5	2	16	1149-0000						
162605	724735	J&S DISCOUNT STORE	418 EXCHANGE ST	GENEVA	NY	14456	3	3	3	3	12							

PAGE BREAK TOTAL ACCOUNTS 39 TOTAL QUANTITY 66 38 81 51 236

TEMPLATE TOTAL ACCOUNTS 39 TOTAL QUANTITY 66 38 81 51 236

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